

**Job Description**

**Job title: Communications Executive – Public Health**

 **(Fixed term for 24 months)**

**Directorate:** People, Communications and Partnerships

**Grade:** Grade 2 / Grade 4 (Salary in accordance with experience)

**Responsible to: Senior** Communications Officer – Public Health and Engagement

**Purpose:**

* To support the Senior Communications Officer – Public Health and Engagement to build communications and marketing strategies which best support behavior change and promote Public Health services Sunderland City Council provides.
* To support the development and delivery of
* an agreed range of health improvement campaigns, for the purpose of improving health and wellbeing and public health outcomes.

**Main Duties and Responsibilities:**

* To work within the wider communications team and alongside colleagues in other teams across the Council, businesses, partners and suppliers such as design agencies and PR consultancies.
* Have a good understanding of the communications and marketing landscape, particularly in terms of digital channels and content.
* To work with attention to detail and the ability to meet deadlines and work across different projects at any one time.
* To work across a large and dynamic organisation as it aims to improve the health of its residents and communities.
* Develop and support targeted and creative communications campaigns in line with Public Health priorities.
* Plan, support and deliver engaging digital and social media campaigns which increases the visibility and understanding of key Public Health messages with key audiences.
* Develop and oversee the creation of content and materials in line with the relevant council or partnership brand(s).
* Deliver required communications activity around key events for the council and city.
* Evaluate and measure activity and use as a tool for planning future work.
* Be a visible and enthusiastic team member, encouraging partnership working across the organisation and with key partners for the council.
* To promote and champion a positive organisation-wide culture that reflects the Council’s values.
* Comply with the principles and requirements of the Data Protection Act 2018 and GDPR in relation to the management of Council records and information and respect the privacy of personal information held by the Coucil.
* Comply with the principles and requirements of the Freedom of Information Act 2000
* Comply with the Council’s information security standards, and requirements for the management and handling of information; Use Council information only for authorised purposes.
* Carry out duties with full regard to the Council’s Equality policies, Code of Conduct and all other Council policies.
* Comply with the Council’s Health and Safety policy, rules and regulations and with Health and Safety legislation.
* Comply with the principles and requirements in relation to the management of Council records and information ; respect the privacy and personal information held by the Council.

**June 2020**